

Table 5. U.S. Retail Trade Sales¹ - Total and E-commerce: 2007 and 2006

[Estimates are based on data from the 2007 Annual Retail Trade Survey. Sales estimates are shown in millions of dollars, consequently industry group estimates may not be additive. Estimated measures of sampling variability for these estimates are provided in Table 5A]

NAICS Code	Description	Value of Sales				Y/Y Percent Change		E-commerce as Percent of Total Sales		Percent Distribution of E-commerce Sales
		2007		2006						
		Total Sales	E-commerce	Revised Total Sales	Revised E-Commerce	Total Sales	E-commerce Sales	2007	2006	2007
	Total Retail Trade	3,994,823	126,697	3,869,536	107,014	3.2	18.4	3.2	2.8	100.0
441	Motor vehicles and parts dealers	906,923	23,600	896,421	20,012	1.2	17.9	2.6	2.2	18.6
442	Furniture and home furnishings stores	115,349	796	116,372	667	-0.9	19.3	0.7	0.6	0.6
443	Electronics and appliance stores	111,893	1,301	108,271	1,016	3.3	28.1	1.2	0.9	1.0
444	Building materials and garden equipment and supplies stores	335,456	489	344,130	427	-2.5	14.5	0.1	0.1	0.4
445	Food and beverage stores	559,625	1,022	533,848	836	4.8	22.2	0.2	0.2	0.8
446	Health and personal care stores	236,383	(S)	224,016	(S)	5.5	(S)	(S)	(S)	(S)
447	Gasoline stations	436,976	(ZZ)	412,569	(S)	5.9	(S)	(Z)	(S)	(Z)
448	Clothing and clothing accessories stores	221,097	2,115	213,286	1,702	3.7	24.3	1.0	0.8	1.7
451	Sporting goods, hobby, book, and music stores	86,906	1,686	84,492	1,478	2.9	14.1	1.9	1.7	1.3
452	General merchandise stores	576,960	(S)	552,579	(S)	4.4	(S)	(S)	(S)	(S)
453	Miscellaneous store retailers	117,447	1,963	114,312	1,672	2.7	17.4	1.7	1.5	1.5
454	Nonstore retailers	289,808	93,026	269,240	78,703	7.6	18.2	32.1	29.2	73.4
4541	Electronic shopping and mail-order houses	199,199	88,915	183,273	75,143	8.7	18.3	44.6	41.0	70.2

(S) Estimate does not meet publication standards because of high sampling variability (coefficient of variation is greater than 30%) or poor response quality (total quantity response rate is less than 50%). For a description of publication standards and the total quantity response rate, see <http://www.census.gov/quality/S20-0_v1.0_Data_Release.pdf>.

(Z) Estimate is less than 0.05%.

(ZZ) Estimate is less than \$500,000.

Note: Retail total and other subsector totals may include data for kinds of business not shown. Estimates have not been adjusted for price changes. Additional information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions can be found on the Internet at <<http://www.census.gov/svsd/www/artstbl.html>>.

¹ Estimates include data for businesses with or without paid employees and are subject to revision.

Source: U.S. Census Bureau, 2007 Annual Retail Trade Survey